

REMARKS/ARGUMENTS

The Office Action mailed December 24, 2008, has been reviewed and these remarks are responsive thereto. No new matter has been introduced. Claims 1-12, 14-18, 22-36, and 38-40 remain pending. Reconsideration and allowance are respectfully requested.

Claim Rejections Under 35 U.S.C. § 102

Claims 1-12, 14-18, 22-36, and 38-40 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. patent no. 6,199,048 to Hudetz et al. ("Hudetz"). This rejection is traversed below.

Independent claim 1 recites, among other features, "receiving information from a product tag in response to scanning the product tag with radiation, the received information including encoded text segments."

The Office Action at page 3 contends that the Abstract of Hudetz discloses the above-noted features recited in claim 1. Applicants respectfully disagree. More specifically, Hudetz fails to describe features related to (encoded) text segments being included in received information from a (scanned) product tag. Instead, Hudetz at col. 6, lines 8-27 and Figure 3 describes a symbol 46 corresponding to a standard UPC bar code as assigned by the Uniform Code Council, Inc.. Symbol 46 encodes a ten-digit number (a product identification number). As shown in Figure 3 and as described at col. 6, lines 8-27 of Hudetz, *the product identification number encoded in UPC symbol 46 consists of two five-digit fields, A and B, where field A is a unique, pre-assigned number signifying a particular manufacturer and field B is a number identifying one of the manufacturer's products.* As such, Hudetz fails to describe features related to receiving information from a product tag in response to scanning the product tag with radiation, the received information including encoded text segments. Thus, claim 1 is allowable for at least the foregoing reasons.

Additionally, claim 1 recites ". . . converting the received information to obtain the text segments, the text segments including a first text segment and a separate meta tag having one of one or more associated values, *each of the associated values corresponding to a different rule . .*

. displaying the first text segment in a manner determined by the rule corresponding to the one associated value.”

Contrary to the contentions in the Office Action at page 3, Hudetz fails to describe the above-noted features related to displaying a first text segment in a manner determined by a rule corresponding to an associated value. Instead, Hudetz at col. 7, lines 1-42 and Figure 4 describes a database (60) maintained by a service provider (22) wherein a mapping occurs between the five-digit fields A and B of Figure 3 (represented as fields 70 and 72 in Figure 4) and specific URLs (74) and narrative product descriptions (76). As described in Hudetz at col. 9, lines 5-12 and Figure 6, when receiving a UPC code as an input, database (60) maps the received code to a specific URL and product description so as to display the specific URL and product description on a display screen (94). The maintenance of a mapping between five-digit fields A and B and the URLs and product descriptions in the Hudetz database fails to describe features related to displaying a first text segment in a manner determined by a rule corresponding to an associated value as recited in claim 1. As such, claim 1 is allowable for at least these additional reasons.

Independent claims 22 and 25 recite features similar to those described above with respect to claim 1. As such, claims 22 and 25 are allowable for at least reasons substantially similar to those discussed above with respect to claim 1.

The dependent claims are allowable for at least the same reasons as their respective base claims.

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Reply to the Office Action of December 24, 2008

CONCLUSION

Based on the foregoing, Applicants respectfully submit that this application is in condition for allowance and request notice of the same.

Respectfully submitted,

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